FOR IMMEDIATE RELEASE
CONTACT:
Karen Larimore Wilkinson, PIO
Director of Public Information and Communications
City of Salisbury, 217 S. Main Street
Salisbury, North Carolina 28144
Work Phone: 704-638-2113   Cell: 704-213-1050
Information: http://www.salisburync.gov
Work Email Contact: kwilk@salisburync.gov

Fibrant Announces Charlotte Region's Only 100 Mbps Residential Broadband Offering

Small City in the Piedmont of North Carolina Leads on Broadband Speeds: Fiber-to-the-Home System has the Capacity to Deliver up to 1 Gigabit-Per-Second

Salisbury, NC_November 16, 2010 – The City of Salisbury announced today that Fibrant, the city's state-of-the-art Fiber to the Home utility, will offer residential broadband speeds of up to 100 Mbps squared (download & upload), the first to do so in the Charlotte region. Salisbury Mayor Susan Kluttz states that this announcement confirms Salisbury's Fibrant as the fastest network in the Charlotte region for both business and residential customers.

Mayor Kluttz shared, "Over 1,100 communities across the nation, including forty in North Carolina, have pleaded with Google to build 1 Gigabit-per-second Fiber to the Home systems in their respective locations. Across the nation, communities recognize the importance of this infrastructure in making them competitive and successful in the new global information economy."

The announcement places Salisbury ten years ahead of the FCC's (Federal Communication Commission) National Broadband Plan which calls for 100 mbps for 100 million homes by 2020. The 2020 Broadband Vision offers the creation of a national broadband infrastructure to ensure new business development, create jobs, and stimulate economic growth. Director of Fibrant Services Mike Crowell notes, "Remarkably, Salisbury residents can receive these anticipated download and upload speeds of 100 Mbps through Fibrant Services today."

Fibrant plans to roll out higher speeds over time, including a 200 Mbps residential tier, still in the planning stages, which would make the network the fastest in the state of North Carolina. Fibrant already offers up to 1 Gigabit-per-second (1,000 Mbps) broadband service for business clients.

Marketing Manager Len Clark explains that unlike communication services that operate via older technologies, including copper wire or coaxial cable, Fibrant employs 100% fiber optics to carry communications directly to residential homes and businesses. Long, fine strands of glass carry information on beams at the speed of light. Compared to older technologies, fiber optics can carry thousands of times more information at a higher rate of speed. Clark adds, "Fibrant also provides symmetrical bandwidth. Users experience the same high-speed during uploads as they do during downloads, which is not the case with systems that operate via older technologies where the upload speed is typically

limited to 1 Mbps. As global technology is rapidly and consistently evolving, Fibrant delivers the bandwidth that innovative, progressive applications and services demand."

Residential Rates for Fibrant broadband services are as follows:

Mbps	Price	
15x15	$45	(Fibrant's Base Access Speed)
25x25	$65	
50x50	$85	
75x75	$105	
100x100	$125	

Fibrant offers a $5 residential discount for bundling with one additional service and a $10 discount for bundling with two additional services.

Fibrant rolled out a scheduled soft-launch on November 1. Fibrant installers are currently activating TV, telephone, and internet for utility beta testers with customer service representatives scheduling service installations for citizens currently on the Fibrant waiting list. The release and distribution of Fibrant's full residential-rate-menu is part of a planned rollout-of-information through the utility's soft-launch directive.

New subscribers may call 704-216-7567 or email info@fibrant.com to request Fibrant services and to have their name added to the City's Fiber to the Home waiting list. To learn more about Fibrant, please visit us on the web at www.fibrant.com. The City of Salisbury is an equal opportunity employer with over 180 different job classifications and 400 full time positions. For more information regarding the City of Salisbury and its services and departments, please visit us on the web at www.salisburync.gov . To receive updates regarding local initiatives, meetings, programs, and events, please join the City of Salisbury's Facebook users group at www.salisburync.gov/facebook or follow us on Twitter at http://twitter.com/CitySalisburyNC.

###